

FAX

R. J. Reynolds Tobacco Co.
400 Raritan Center Parkway
Edison, N.J. 08837

Date

12/2/96

Number of pages including cover sheet

4

To: Glikin Brothers

Jeffrey Michelson

From:

Lanny Wolfe

Phone

Fax Phone 201-817-9325

CC: Sean Cleerdin

Mike McHugh

Phone 908-225-4774

Fax Phone 908-417-9076

Voice Mail 800-757-8255

Ext.48795

REMARKS:

☐ Urgent ☒ For your review ☐ Reply ASAP ☐ Please comment

Enclosed is the information you will need to work the December DPC promotion. Please pack each display with 2 cartons of SALEM King and 2 cartons of SALEM Lights all black lined and stickered 20¢ off and add to normal order for each account on the attached DPC list - week of December 9.

If you have any questions, please let me know.

Thanks,

Lanny

51849 4023



R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **GLIKIN BROS. #227040**

Brand Promotion		Salem 20 off 4 carton display	
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Display Packing

2 ctns Salem K
2 ctns Salem LTs

Allocation (cs)

1 Salem K(12M)
1 Salem LtK(12M)

Displays

23

Date Product Recvd

12/9/96

Display Assembly

Immediately

Displays Shipped to Retail -
procedures required to receive .08
per ctn Category II payment:

Send a
display and
introductory
letter
automatically
to accounts
on attached
list beginning
12/9/96

Please cross out any
account that refuses
promotion and return list
to RJR

You will be credited with the
following estimated December
monthly Category II payment if all
displays are sent to accounts on
attached list by December 20, 1996

\$1,231.00*

Packing and shipping payment if
packing is completed within 2 weeks

28.00 per 12M
case of Live
product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this \$

Note:

① Send 1 display to each account on attached DPC list.

② Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.